

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRAL-TV ; Raleigh

Date:

8/10/12

I, Smart Media Group,

being/on behalf of: Pat McCrory, a legally

qualified candidate of the Republican political

party for the office of: Governor

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:

\$ 37,625.00 | \$ 31981.25N

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

The Pat McCrory Committee

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jonathan Massachi

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

5/31/12

Date

Julie A. Kean

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

[Signature]

Signature

Quinn Koontz

Printed Name

8/10/12

DOS

Title

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Pat McCrory

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ **does**

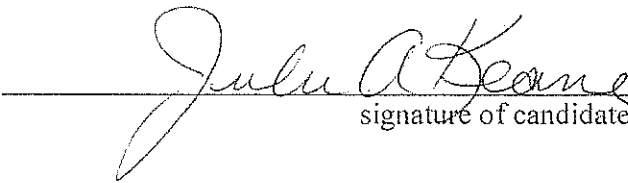
☐ **does not**

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

printed name

date

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

Smart Media
101 N. Columbus Street
Suite 200
Alexandria, VA 22314

<u>Contract / Revision</u> 115153 /		<u>Alt Order #</u> 06218061
<u>Product</u> MCCRORY 8/13		
<u>Contract Dates</u> 08/13/12 - 08/19/12		<u>Estimate #</u> 813819
<u>Advertiser</u> Pat McCrory for Governor		<u>Original Date / Revision</u> 08/10/12 / 08/10/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 351.20
<u>IDB#</u>	<u>Advertiser Code</u> MCCRO	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	WRAL	08/17/12	08/17/12	Late News	11-1135p		:30				NM	1	\$1,100.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$1,100.00	7.70			
N 2	WRAL	08/17/12	08/17/12	Price is Right	11a-12p		:30				NM	1	\$250.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$250.00	4.40			
N 3	WRAL	08/17/12	08/17/12	Noon News	12p-1p		:30				NM	1	\$250.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$250.00	6.50			
N 4	WRAL	08/17/12	08/17/12	Young and the Restless	4-5p		:30				NM	1	\$550.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$550.00	8.20			
N 5	WRAL	08/17/12	08/17/12	WRAL 5am News	5am - 5:30a		:30				NM	1	\$250.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$250.00	2.80			
N 6	WRAL	08/17/12	08/17/12	5:00 First News	5-530p		:30				NM	1	\$850.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$850.00	8.60			
N 7	WRAL	08/17/12	08/17/12	5:30 News	530-6p		:30				NM	1	\$900.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$900.00	8.50			
N 8	WRAL	08/17/12	08/17/12	6pm News (M-F)	6-630p		:30				NM	1	\$1,100.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	08/13/12	08/19/12	----1--				1	\$1,100.00	10.90			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

<u>Contract / Revision</u> 115153 /		<u>Alt Order #</u> 06218061
<u>Contract Dates</u> 08/13/12 - 08/19/12	<u>Product</u> MCCRORY 8/13	<u>Estimate #</u> 813819
<u>Advertiser</u> Pat McCrory for Governor		<u>Original Date / Revision</u> 08/10/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 9	WRAL	08/17/12	08/17/12	CBS This Morning	7am - 9am		:30				NM	1	\$300.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	----1--				1	\$300.00	3.60			
N 10	WRAL	08/17/12	08/17/12	Fri Hour 1	8-9p		:30				NM	1	\$1,200.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	----1--				1	\$1,200.00	6.40			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	WRAL	08/13/12-08/19/12	Fri Hour 1	8-9p	-----F----	:30		\$1,200.00	6.40	NM		
	See MG 10.2												
	2	WRAL	08/17/12-08/17/12	Prime Special 8-9pm	8-9pm	-----F----	:30		\$1,200.00	6.40	NM		
	Ⓜ MG for 10.1 08/17												
	3Q NON-WINDOW CANDIDATE RATE/ PGM CHG TO CBS SPECIAL												
N 11	WRAL	08/13/12	08/13/12	Late News	11-1135p		:30				NM	1	\$1,100.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,100.00	7.70			
N 12	WRAL	08/13/12	08/13/12	Price is Right	11a-12p		:30				NM	1	\$250.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$250.00	4.40			
N 13	WRAL	08/13/12	08/13/12	Noon News	12p-1p		:30				NM	1	\$250.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$250.00	6.50			
N 14	WRAL	08/13/12	08/13/12	Young and the Restless	4-5p		:30				NM	1	\$550.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$550.00	8.20			
N 15	WRAL	08/13/12	08/13/12	WRAL 5am News	5am - 5:30a		:30				NM	1	\$250.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$250.00	2.80			
N 16	WRAL	08/13/12	08/13/12	6pm News (M-F)	6-630p		:30				NM	1	\$1,100.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,100.00	10.90			
N 17	WRAL	08/13/12	08/13/12	CBS This Morning	7am - 9am		:30				NM	1	\$300.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	1-----				1	\$300.00	3.60			
N 18	WRAL	08/18/12	08/18/12	Sat Hour 3	10-11p		:30				NM	1	\$1,400.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$1,400.00	5.50			
N 19	WRAL	08/18/12	08/18/12	6pm News (Sat)	6-630p		:30				NM	1	\$300.00
		3Q NON-WINDOW CANDIDATE RATE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

<u>Contract / Revision</u>		<u>Alt Order #</u>
115153 /		06218061
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/13/12 - 08/19/12	MCCRORY 8/13	813819
<u>Advertiser</u>		<u>Original Date / Revision</u>
Pat McCrory for Governor		08/10/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$300.00	4.40			
N 20	WRAL	08/18/12	08/18/12	WRAL 6a News Sat	6-8a		:30				NM	1	\$275.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$275.00	4.20			
N 21	WRAL	08/18/12	08/18/12	CBS This Morning Saturday	8am - 10am		:30				NM	1	\$300.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$300.00	3.80			
N 22	WRAL	08/19/12	08/19/12	6pm News (Sun)	6-630p		:30				NM	1	\$225.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1				1	\$225.00	8.10			
N 23	WRAL	08/19/12	08/19/12	60 Minutes	7-8p		:30				NM	1	\$1,500.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1				1	\$1,500.00	7.90			
N 24	WRAL	08/19/12	08/19/12	WRAL Sun Morning News	7-9a		:30				NM	2	\$700.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----2				2	\$350.00	4.70			
N 25	WRAL	08/19/12	08/19/12	CBS Sunday Morning	9-1030a		:30				NM	1	\$525.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-----1				1	\$525.00	5.10			
N 26	WRAL	08/16/12	08/16/12	Late News	11-1135p		:30				NM	1	\$1,100.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---				1	\$1,100.00	7.70			
N 27	WRAL	08/16/12	08/16/12	Price is Right	11a-12p		:30				NM	1	\$250.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---				1	\$250.00	4.40			
N 28	WRAL	08/16/12	08/16/12	Noon News	12p-1p		:30				NM	1	\$250.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---				1	\$250.00	6.50			
N 29	WRAL	08/16/12	08/16/12	Young and the Restless	4-5p		:30				NM	1	\$550.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---				1	\$550.00	8.20			
N 30	WRAL	08/16/12	08/16/12	WRAL 5am News	5am - 5:30a		:30				NM	1	\$250.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---				1	\$250.00	2.80			
N 31	WRAL	08/16/12	08/16/12	5:00 First News	5-530p		:30				NM	1	\$850.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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08/13/12 - 08/19/12	MCCRORY 8/13	813819
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Pat McCrory for Governor		08/10/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---				1	\$850.00	8.60			
N 32	WRAL	08/16/12	08/16/12	6pm News (M-F)	6-630p		:30				NM	1	\$1,100.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---				1	\$1,100.00	10.90			
N 33	WRAL	08/16/12	08/16/12	WRAL AM News	6-7a		:30				NM	1	\$500.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---				1	\$500.00	4.60			
N 34	WRAL	08/16/12	08/16/12	CBS This Morning	7am - 9am		:30				NM	1	\$300.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---				1	\$300.00	3.60			
N 35	WRAL	08/16/12	08/16/12	Thu Hour 2	9-10p		:30				NM	1	\$3,800.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	---1---				1	\$1,200.00	0.00			
N 36	WRAL	08/14/12	08/14/12	Late News	11-1135p		:30				NM	1	\$1,100.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$1,100.00	7.70			
N 37	WRAL	08/14/12	08/14/12	Price is Right	11a-12p		:30				NM	1	\$250.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$250.00	4.40			
N 38	WRAL	08/14/12	08/14/12	Noon News	12p-1p		:30				NM	1	\$250.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$250.00	6.50			
N 39	WRAL	08/14/12	08/14/12	Young and the Restless	4-5p		:30				NM	1	\$550.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$550.00	8.20			
N 40	WRAL	08/14/12	08/14/12	WRAL 5am News	5am - 5:30a		:30				NM	1	\$250.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$250.00	2.80			
N 41	WRAL	08/14/12	08/14/12	6pm News (M-F)	6-630p		:30				NM	1	\$1,100.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$1,100.00	10.90			
N 42	WRAL	08/14/12	08/14/12	WRAL AM News	6-7a		:30				NM	1	\$500.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$500.00	4.60			
N 43	WRAL	08/14/12	08/14/12	CBS This Morning	7am - 9am		:30				NM	1	\$300.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

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WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

<u>Contract / Revision</u>		<u>Alt Order #</u>
115153 /		06218061
<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/13/12 - 08/19/12	MCCRORY 8/13	813819
<u>Advertiser</u>		<u>Original Date / Revision</u>
Pat McCrory for Governor		08/10/12 / 08/10/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$300.00	3.60			
N 44	WRAL	08/14/12	08/14/12	Tue Hour 1	8-9p		:30				NM	1	\$1,500.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$1,500.00	16.30			
N 45	WRAL	08/14/12	08/14/12	Tue Hour 2	9-10p		:30				NM	1	\$1,500.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$1,500.00	15.20			
N 46	WRAL	08/15/12	08/15/12	Wed Hour 3	10-11p		:30				NM	1	\$1,800.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--1----				1	\$1,800.00	9.50			
N 47	WRAL	08/15/12	08/15/12	Late News	11-1135p		:30				NM	1	\$1,100.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--1----				1	\$1,100.00	7.70			
N 48	WRAL	08/15/12	08/15/12	Price is Right	11a-12p		:30				NM	1	\$250.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--1----				1	\$250.00	4.40			
N 49	WRAL	08/15/12	08/15/12	Noon News	12p-1p		:30				NM	1	\$250.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--1----				1	\$250.00	6.50			
N 50	WRAL	08/15/12	08/15/12	Young and the Restless	4-5p		:30				NM	1	\$550.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--1----				1	\$550.00	8.20			
N 51	WRAL	08/15/12	08/15/12	WRAL 5am News	5am - 5:30a		:30				NM	1	\$250.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--1----				1	\$250.00	2.80			
N 52	WRAL	08/15/12	08/15/12	6pm News (M-F)	6-630p		:30				NM	1	\$1,100.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--1----				1	\$1,100.00	10.90			
N 53	WRAL	08/15/12	08/15/12	CBS This Morning	7am - 9am		:30				NM	1	\$300.00
3Q NON-WINDOW CANDIDATE RATE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		08/13/12	08/19/12	--1----				1	\$300.00	3.60			
Totals										351.20		54	\$37,625.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/19/12	54	\$37,625.00	\$31,981.25
Totals	54	\$37,625.00	\$31,981.25

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<u>Contract / Revision</u>	<u>Alt Order #</u>
115153 /	06218061

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/13/12 - 08/19/12	MCCRORY 8/13	813819

<u>Advertiser</u>	<u>Original Date / Revision</u>
Pat McCrory for Governor	08/10/12 / 08/10/12

Signature: _____ **Date:** _____

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